



**BEST**  
Workplaces  
for Commuters<sup>SM</sup>

# Best Workplaces for Commuters<sup>SM</sup> Logo

The Best Workplaces for Commuters<sup>SM</sup> (BWC) logo, the mark of excellence for commuter benefits programs, distinguishes your organization from the competition. You've joined the ranks of an elite group—the top one percent of employers nationwide—whose commuter benefits meet a National Standard of Excellence.

## If you are a human resource manager...

... you know the importance of a comprehensive benefits package and you've worked hard to implement an extensive array of commuter benefits. Showcase your BWC designation and your organization's commitment to employee benefits and the environment. Post the BWC logo on your company's Web page, insert it into job ads, and use it on your intranet site.

## The BWC logo will:

- ▶ Highlight your organization's outstanding commuter benefits package.
- ▶ Attract the attention of job seekers.
- ▶ Demonstrate your company's commitment to excellence; helping you to retain key employees.
- ▶ Provide positive proof of your company's commitment to work/life balance.
- ▶ Raise awareness about your commuter benefits among new employees and increase participation by current employees.

## Use the Best Workplaces for Commuters<sup>SM</sup> logo on:

- Public Web sites
- Intranet Web sites
- Job advertisements
- Brochures
- Annual Reports
- Newsletters
- Media Materials
- Employee orientation packages

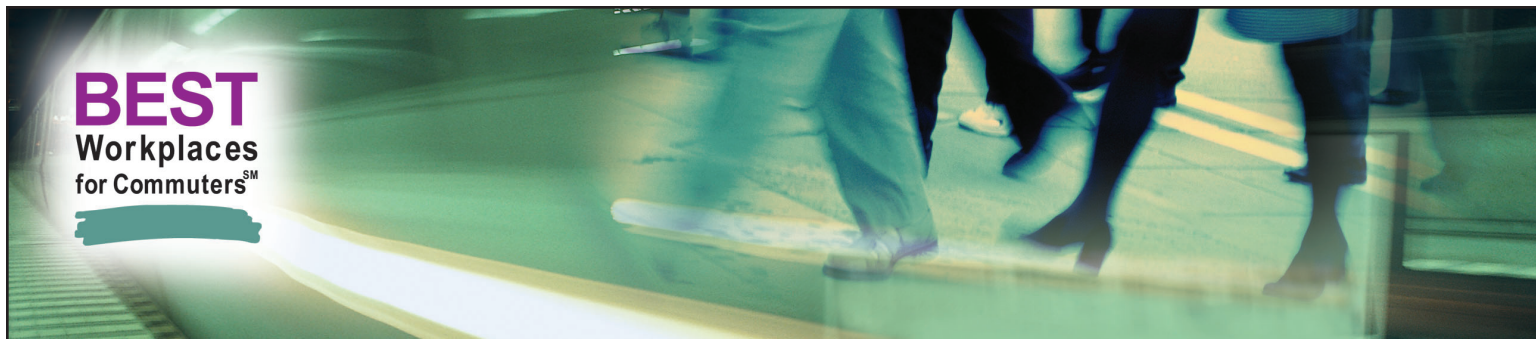
"Companies that get on the EPA list can feature their Best Workplaces awards on corporate Web sites and in recruitment literature. Intel, EMC, IBM, Hewlett Packard, and Wyeth Pharmaceuticals all added commuter benefits to increase their chances of appearing on the list."

—Business Week Online



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“A place on the [Best Workplaces for Commuters] list gives companies bragging rights and a chance to use the program’s logo for recruiting. Some companies use the slogan in help-wanted ads, and some have seen a decline in staff turnover.”

—USA Today  
September 29, 2004

### **If you are a public relations manager...**

...you know the value of positive public recognition. From small local papers to major national television networks, companies across the country have earned remarkable media coverage. Using the BWC logo on your Web site, publications, and media materials highlights your organization as the “best of the best”, and demonstrates your organization’s commitment to employees and the environment.

#### **Using the Best Workplaces for Commuters logo will:**

- ▶ Enhance the image of your organization with the public—and with your employees.
- ▶ Attract positive media attention for your organization by illustrating your commitment to the environment and employee/community quality of life.
- ▶ Demonstrate to shareholders and boards of directors that you have achieved a National Standard of Excellence.

“GM is proud to join the ranks of companies known for innovative and thoughtful programs, which ease employees’ commuting stress and encourage positive environmental efforts,” said Elizabeth A. Lowery, vice president, Environment and Energy. “Inventive solutions often have more than one benefit. In this case, both our employees and the environment are better off—and we recognize that business success is directly tied to our employees’ well-being.”

—General Motors Web site,  
October 26, 2004



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